

Do the Right Thing

Youth Guarantee Training

Learn to Fight Youth Unemployment and Social Exclusion

The Youth Guarantee expertise of the City of Turku Education Division is now available in short but effective **Do the Right Thing -training packages!**

In the combat against youth unemployment and social exclusion, Finland has led the way with its Youth Guarantee schemes, and the Turku region in the Southwestern part of the country has been a trailblazer nationally. Education is the most effective way to prevent marginalization in the labor market and society in general, and the City of Turku Education Division has been at the forefront of local, national, and European Youth Guarantee development work for more than a decade.

Learn what works and what doesn't, pick up ready-made models and adapt them to your local situation or discover how to develop solutions to your individual challenges!

Youth Guarantee

The EU version of the Youth Guarantee ensures that within four months of becoming unemployed, all young people under 25 get a good-quality, concrete offer of a job, apprenticeship, traineeship, or further education that is adapted to their individual situation. Finland has set slightly more ambitious goals by limiting the waiting period to 3 months and including all recent graduates under 30 within the scope of operations.

We need to implement the **Youth Guarantee**, because...

...we can't afford not to.

According to estimates by the EU Commission, the total cost of establishing Youth Guarantee schemes in the Eurozone is € 21bn a year. However, inaction would be much more costly; the yearly cost of young people not in employment, education or training is estimated to reach €153bn (1.21 % of GDP).

...we need our young.

Europe is aging. With a smaller working age population, we need to make sure that all our young people enter working life. Education is perhaps the most effective way of ensuring just that; the employment rate of secondary education graduates is more than 15 percentage points higher than that of people with no secondary degree, and higher education increases labor market participation even further.

...we shouldn't let our youth down.

In the end, the Youth Guarantee isn't about the society or the labor market. It's about our young people, about their lives, their dreams, and their futures.

Training that gets **results**

Ideas and practices developed in Turku were brought to Noorderport College in Groningen, Holland in 5 training sessions in 2009 and 2010. As a result, in the academic year 2010–2011 the drop-out percentage at the college fell by more than a half (from 9.6% to 4.2%). According to calculations made in Holland, the new operating models generated ca. 150,000€ worth of savings during the first year of implementation alone.

Training contents

Every **Do the Right Thing** -training includes a pre-training session (e.g. a meeting or a workshop), where training goals are established according to the needs of the customer.



1. Pre-training workshop (online)

- Mapping: establishing needs and training goals
- Fine-tuning: tailoring training contents

2. Introduction: (day 1 – morning)

- central concepts in the Youth Guarantee and developmental work in general
- good and bad practices and how to recognize them
- examples of successful projects

3. How to identify challenges, pick the right tools and plan ahead (day 1 – afternoon)

- strategic tools and how to use them
- transfer of innovation

4. From results to products: (day 2 – morning)

- evaluating best practices
- productization and product families in a Youth Guarantee context
- marketing Youth Guarantee solutions

5. Mainstreaming, or how to really make a difference (day 2 – afternoon)

- evaluating effectiveness – how do you know you have made a difference?
- including new innovations and adaptations in our everyday business
- examples of successful innovation transfer

Training includes

home assignments before days 1 and 2, training materials, and a full report including an analysis of outcomes and suggestions for further steps. The default language of instruction (including reference materials) is English.

Publications

Matti Mäkelä & Timo Haukioja: *We Have A Dream: Fulfilling the Promise of Youth Guarantee*. Turku 2015.

Matti Mäkelä & Jaana Kilpinen: *Reaching the Peak: A Manual for Identifying, Transferring and Adopting Innovations*. Turku 2014.

Jaana Kilpinen, Matti Mäkelä & Anu Parantainen (ed): *Good Practices for Implementing the Youth Guarantee in the Turku Region*. Turku 2014.

Union of the Baltic Cities Programme to Promote Youth Employment and Well-Being. UBC 2013.

Matti Mäkelä (ed.): *Finnish Training Guarantee Model in a Nutshell*. Turku 2013.

2-day **Do the Right Thing** -training package (including an online pre-training workshop, training materials, home assignments, and a final report) **starting from 3000 €** + flight & accommodation expenses for trainers.

Pricing
starting from
3000 €

Participant feedback from trainings (Netherlands, UK, Slovenia):

“A very interesting insightful day. Great opportunity to hear about the model in Finland and to share ideas with colleagues from different colleges. Would love to go and see the Finnish model on practice.”

“Generated lots of new ideas for improvements. Excellent ideas shared during feedback session.”

“The workshop section of the day was really useful – with space and time to work with colleagues. Great vehicle for sharing good practice.”

“This tool, developed for transferring innovations, is more than excellent. The process and the related steps are easy to use and we use it in various projects.”

Contact information:

For more information and/or to book training sessions, please contact either matti.makela@turku.fi or info@finnwaylearning.fi

Trainers



Matti Mäkelä

Head of the Project Management Office

Matti has a lot of experience in leading broad development projects, which have frequently dealt with the Youth Guarantee and the development and transfer of innovations. He has also been a speaker in various Youth Guarantee and innovation transfer seminars in Finland and elsewhere in the EU. Matti is currently the chair of the Union of the Baltic Cities Task Force on Youth Employment and Well-Being.



Jaana Kilpinen

Project Manager

Jaana has worked for worked as an educator for over 15 years, and has about 10 years of experience in developing on-the-job-learning practices, pedagogical methods, and various facets of the Youth Guarantee.



Anu Parantainen

Project Manager

In addition to Youth Guarantee work, Anu's recent work has been in projects focusing on developing pedagogical solutions in vocational education. Previously, she worked as a special education teacher and a study counsellor, so she has lots of hands-on experience in guiding youth with special needs.

